

**MINUTES OF LAYTON CITY  
COUNCIL STRATEGIC PLANNING  
WORK MEETING**

**JANUARY 28, 2016; 5:35 P.M.**

**MAYOR AND COUNCILMEMBERS  
PRESENT:**

**MAYOR BOB STEVENSON, JOYCE BROWN,  
BRUCE DAVIS, TOM DAY, SCOTT FREITAG  
AND JOY PETRO**

**STAFF PRESENT:**

**ALEX JENSEN, SCOTT CARTER, KENT  
ANDERSEN AND THIEDA WELLMAN**

**OTHERS PRESENT:**

**BARBARA RIDDLE AND BILL FRANCIS,  
IMAGINATION COMPANY; AND SYDNEY KING  
AND MARTY HAWS, SOCIAL5**

**The meeting was held in the Council Conference Room of the Layton City Center.**

Mayor Stevenson opened the meeting and welcomed everyone.

**PRESENTATION – IMAGINATION COMPANY (DAVIS CHANNEL 17)**

Barbara Riddle said the Imagination Company was a multimedia company that showcased things and events happening in the community. She explained the services they could provide to the City. Ms. Riddle reviewed information about their signature programs, their airtime and the channels they managed. Ms. Riddle indicated that they were currently working on adding Roku services. She reviewed information about on screen banner announcements.

Councilmember Freitag asked if a soccer tournament could be filmed.

Ms. Riddle said yes; they could film any event the City chose.

Ms. Riddle showed a clip of some of the programs and banner ads they could provide. She reviewed information about the services they could provide to Layton City and the cost of those services. Ms. Riddle reviewed benefits to the City and being able to keep the public informed of events and things happening in the City.

**PRESENTATION – SOCIAL5**

Marty Haws, Chief Revenue Officer, indicated that Social5 managed social media and helped to make it simple. He introduced Sydney King, their Business Development Director.

Mr. Haws said relative to social media, content was king. He said social media would allow the City to sell itself every day online. Mr. Haws reviewed information in social media trends; there were 1 billion social media users online every day. 90% of customers trust peer recommendations while only 14% trust advertising. An effective social media strategy included: a graphic designer; a professional writer; a technology expert; and a social media strategist. Social5 provided these services at an affordable price.

Mr. Haws reviewed information about their services and some examples of the things they could do

including analytical information to see what was performing well.

Councilmember Petro asked what some of the packages would include.

Mr. Haws said they would include Facebook with three posts a week; Twitter with five posts a week; LinkedIn twice a month; a mobile site with two blog posts a month; and monthly email and analytics.

Mayor Stevenson asked Mr. Haws to review what they had done for Channel 2.

Mr. Haws said Channel 5 dominated the Utah market for many years. They increased Facebook friends at Channel 2 from 4,000 to 400,000; it was the biggest Facebook campaign in the United States. Channel 2 became #1 in the market place mostly due to social media.

Councilmember Brown said right now different departments in the City were putting things on Facebook; would they be able to continue to do that.

Mr. Haws said yes. It would still be the City's Facebook page; Social5 would be able to add content and help to determine what the content should be.

Mayor Stevenson asked if they would suggest one general Facebook account for the entire City.

Mr. Haws said not necessarily. There could be one page with dropdown menus for various departments.

Mayor Stevenson said the City received very little newspaper coverage any longer. It was important for the City to get its message out.

Councilmember Davis asked if search engine optimization was part of the service.

Mr. Haws indicated that it was and explained the importance of that.

There was discussion about videos and making those available on Facebook.

Mayor Stevenson asked how much time it would take to see a difference; Channel 2 didn't happen in 30 days.

Mr. Haws said there would be tangible evidence within a short amount of time; things would be up and live within 14 business days.

Kent Andersen, Deputy Director of Community and Economic Development, asked about response comments; who responded to those.

Mr. Haws said they responded for a lot of companies; but that was expensive. He suggested having someone within the organization respond to comments.

Council and Staff discussed the importance of responding and how to manage that.

Mr. Haws suggested checking posts in the morning and afternoon.

Councilmember Petro asked if they provided these services for other cities.

Mr. Haws said yes, but he couldn't think of any specific cities.

Bill Francis with Imagination Company said some cities had them disable comments on YouTube.

Mr. Haws asked what the City's timeframe would be for making a decision.

Mayor Stevenson said the Council would need to review the information and contemplate what would be best for the City.

Ms. Riddle, Mr. Francis, Mr. Haws and Ms. King left the meeting at 7:02 p.m.

Council discussed the presentations and the trends of social media; the City needed to do more with social media.

Councilmember Brown asked how expensive Social5 would be.

Mayor Stevenson said he thought it would be around \$3,600 annually. Channel 17 and Imagination Company would be about \$50,000 annually. Television was more labor intensive and brought things to life. He said he didn't know how many people were watching Channel 17. Social5 would be less expensive than having someone in house manage it.

Councilmember Davis said Imagination Company could help with content for YouTube; Channel 17 wasn't particularly effective.

Discussion suggested that Social5 would be a more effective use of money, and possibly working with Imagination Company on limited coverage for a lesser price. Council and Staff discussed different aspects of social media and the impact of video.

Councilmember Davis asked if the City wanted to talk with other providers. He mentioned one in Kaysville. Councilmember Davis suggested that the City could do it for a year and reassess the results.

Council and Staff discussed the importance of having someone monitor posts.

Alex Jensen, City Manager, explained issues with an outside company not managing the social media accounts as well as the City would like; they wouldn't have the City's interests at heart. The City did not have anyone on Staff with the skill set or time to do it. Alex said it was important to identify what the City was trying to accomplish; was it to attract businesses, keep people better informed or create an image. It would be important to prioritize those things, and be able to assess the effectiveness. It would be easy to get caught up in it and get distracted by the idea, but not achieve a cost effective benefit. Alex said this would require a new Staff person.

Mayor Stevenson said the City had to do something to promote the City. He suggested maybe budgeting \$25,000 over a year and then reevaluate.

Alex said he thought this was a tremendous need in the City, but the Council would have to put the resources into it or they would be disappointed. There would be a cost. An outside company wouldn't have an interest in the City like someone within the City would have. He said the Council needed to be clear on what they wanted to achieve.

Kent said most cities had a communications manager on staff to manage their social media.

Alex said he had asked Human Resources to look at costs for a communications director; Sandy, West

Valley and South Jordan all had those positions on staff.

Councilmember Davis said the City would need to set objectives, segment the market, and have a written plan. If someone was hired, this would be the first thing they would do.

Councilmember Brown suggested having a communications director from another city make a presentation to the Council.

Alex said Staff could try and arrange that.

Councilmember Day said he would like to know what types of things departments would want to put out, and determine how necessary it was.

Kent said social media provided a unique opportunity to control the message.

Mayor Stevenson asked Councilmember Davis to take the point on this and come up with a game plan to bring back to the Council for discussion.

Councilmember Davis said he would work with Alex to come up with a written proposal.

**MISCELLANEOUS:**

Councilmember Brown mentioned getting the new ThrU Turns on Google maps.

Councilmember Freitag asked if the City had any taxi regulations.

Kent said only through the business licensing process.

**The meeting adjourned at 7:49 p.m.**

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Thieda Wellman, City Recorder